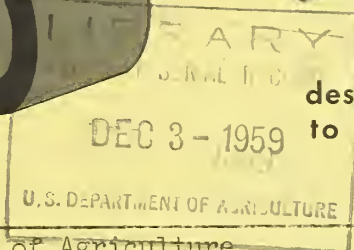


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FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture
Agricultural Marketing Service

November 16, 1959
F P - 33

- MEAT.....Production, increasing for two years, will probably reach a new high in 1960, with all classes joining in the gain. Largest increase will be in beef. Meat consumption per person will probably reach 161 pounds, or about 2-1/2 pounds more than 1959.
- Beef.....Next year civilians are expected to have 83 pounds of beef per person, or 2 pounds more than in 1959. Much of the increase will occur after mid-year, when supplies of medium and lower grades of beef may be moderately larger than in that same period this year.
- Pork.....Total hog slaughter next year will probably be slightly above this year's level. However, the increase in hog production appears to be slowing down and indications point to a possible dip in next spring's pig crop.
- Lamb.....Slaughter of lamb and sheep will probably make modest gains next year, following a slight increase in numbers on farms. Lamb and mutton production in 1960 is expected to be enough to provide a very slight increase in the 4-1/2 pounds per person in prospect for this year.
- POULTRY.....Supplies of poultry meat will continue plentiful the balance of this year. For next year, supplies are not likely to change much from 1959. Per capita chicken consumption this year is expected to reach a record 29.8 pounds and next year's average will not change much.
- Broiler...While smaller than at this same time last year, supplies will continue plentiful through December. But in the first half of 1960 production will likely fall below the current year's levels.
- Fryers
- Turkeys....Holiday supplies of turkeys will be ample from this year's record crop of 82 million birds. The 1959 consumption rate is placed at a record 6 pounds per person, which is a little above last year's high rate.
- Eggs.....For the balance of 1959 supplies will continue plentiful, but in the first half of next year they will dip below this year's levels for those same months.
- DAIRY.....Supplies next year are expected to continue at the high levels prevailing since 1956. The decrease in milk production the past 2 years may be halted or even slightly reversed next year. At the same time, milk production per cow may reach another record high in 1960.
- FRUITS
- Citrus.....Tonnage expected to run 8% above year earlier and 16% above average. More oranges, lemons, limes and tangelos expected, but fewer tangerines and grapefruit. Early and mid-season oranges forecast at nearly 68-1/2 million boxes--over 3% more than previous crop and 12% above average. Grapefruit--not counting California summer crop--estimated at 41-1/2 million boxes, much the same as last year. Tangerines, 4 million

boxes, 11% less than last season's near-average production. Limes, 300 thousand boxes--1-1/2 times greater than previous crop. Lemons, slightly under 20 million boxes--15% above year earlier.

Deciduous..Apple crop estimated at nearly 117-3/4 million bushels--7% below last year but 8% above average. Total pears, 30-4/5 millions bushels--7% larger than year earlier and 4% above average. Fall and Winter varieties, 6 million, 650 thousand bushels--8% above last year, but about same as average. Total grapes, nearly 3-1/4 million tons--7% above last year and 12% larger than average.

Processed..Increased packs of canned, dried and frozen fruits (not including juices) expected this year. November 1 stocks of frozen deciduous fruits and berries in storage totaled 499 million pounds, or 3% more than average for that date. Holdings of frozen orange juice stood at 25 million gallons--11 million above a year earlier and 6 million gallons above average. Dried prune and raisin packs considerably greater than those very low packs last year. Substantial increases over last year expected in apricots, peaches and pears.

NUTS.....Pecan crop estimated at 123 million, 350 thousand pounds, a sharp 29% below last year and 18% below average. Almonds, a record 80,000 tons --about four times larger than last year's unusually small crop. Walnuts, 61,700 tons--30% below last year and 16% below average. Filberts, 9,410 tons--26% above last year and 19% above average.

VEGETABLES...Fall production for fresh market estimated about 12% below last year's, with smaller volume of all crops except Brussels sprouts, eggplant, and peas. Vegetable production for processing appears about 5% below last year but 12% above average. Tomato tonnage shows largest decline, but beets, cabbage for kraut, cucumbers for pickles, and green peas are moderately lower. Sweet corn and spinach run sharply above year earlier, but lima and snap beans show slight increases. Frozen vegetable stocks November 1 totaled 938 million pounds--33 million pounds more than year earlier, but 95 million above average.

Potatoes...Fall crop placed at almost 166 million hundredweight--down 9% from last year but 9% above average. Sweet potatoes: 18 million, 140 thousand hundredweight--4% above last year but 7% below average.

RICE.....Estimated at 53 million, 100 thousand 100-pound bags, or 11% above average.

LARD.....Production in 1959-60 forecast at 2 billion, 925 million pounds--around 8% above year earlier.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is supporting these industry food campaigns:

TURKEY INDUSTRY PROMOTION.	November 1 - 30
ONION INDUSTRY PROMOTION	Fall, Winter
PORK INDUSTRY PROMOTION	December 3 - 12